



# History of Commercial Filming at White Sands



Towering mountains, spectacular white dunes, crystal blue skies, stunning sunsets, and magical moonlit nights—all of these unique features form the amazing landscape at White Sands National Monument. Half a million visitors from all over the world enjoy this beautiful place every year. Commercials, feature films, fashion catalogs, music videos, made-for-TV movies, and documentaries also come to White Sands to capture this scenery and beauty on film.

## History of Filming

Since the early days of film on the silver screen, national parks have been popular destinations for photographers, videographers, and cinematographers. The rolling bright white sand dunes have set the scene for westerns, science fiction films, and apocalyptic films. They have also provided the backdrop to still photography of dawn breaking or sun setting and for commercials featuring Rolls Royce, the Anheuser-Busch Clydesdales, Energizer Bunny, and Marlboro Man. Well known directors Steven Spielberg (*Transformers*) and Harold Ramus (*Year One*), actors Denzel Washington (*Book of Eli*) and Willem Defoe (*White Sands: The Movie*), and music performers Boyz II Men (“Water Runs Dry”) and Sara Evans (“I Could Not Ask for More”) have all spent time at White Sands capturing the dunes in their creative work.

Motion Pictures	Movie	Production Date	Production House
	<i>King Solomon’s Mines</i>	1950	MGM
	<i>Hang ‘Em High</i>	1968	United Artists
	<i>Scandalous John</i>	1970	Disney
	<i>My Name is Nobody</i>	1973	Titanus
	<i>Bite the Bullet</i>	1974	Columbia
	<i>The Man Who Fell to Earth</i>	1975	EMI
	<i>Convoy</i>	1977	United Artists
	<i>Raw Courage</i>	1983	RB Productions
	<i>Wrong Is Right</i>	1981	Columbia
	<i>Young Guns II</i>	1990	Morgan Creek
	<i>Lucky Luke</i>	1991	Paloma Films
	<i>White Sands</i>	1991	Morgan Creek
	<i>New Eden</i>	1993	HBO
	<i>Tank Girl</i>	1994	MGM
	<i>Mad Love</i>	1994	Disney
	<i>Astronaut Farmer</i>	2005	Warner Independent
	<i>Transformers</i>	2006	Dreamworks, LLC
	<i>Afterwards</i>	2007	Et Apres, Inc.
	<i>Transformers 2</i>	2008	Dreamworks, LLC
	<i>Year One</i>	2008	Sony Pictures
	<i>The Men Who Stare at Goat</i>	2008	Staring Goats, LLC
	<i>Book of Eli</i>	2009	Eli Productions, LLC
	<i>Stargate Universe</i>	2009	MGM

Documentary Videos & Television Shows	Documentary	Production House	Date
	The West Series	PBS	1993
	The Desert is No Lady	Feline Films	1993
	Southwest	BBC	1994
	Deserts	Discovery Channel	1994
	Holloman Air Force Base	Fox News	1996
	Science World	TI-IN Network	1997
	Understanding Cars	Discovery Channel	1997
	Extreme Machines – Military Planes	Discovery Channel	2002
	Einstein’s Mind	N.F.B. of Canada	2002
	The Elegant Universe	NOVA	2003
	The Desert Speaks	University of Arizona	2003
	The Great Outdoors	Seven Networks	2004
	The Wild and the West	Discovery Channel	2004
	World’s Greatest Scenery	Media Factory	2005
	Looking for America	East West Media	2005
	White Sands, New Mexico	Video Time Spa	2005
	Ford Focus Rally	Profiles Television	2011
Other Promotional Videos	McGruff Crime Prevention PSA		1993
	Ali McGraw Yoga Exercise		1994
	O’Neill Sportswear: <i>Board Brothers</i>		1995
	Nickelodean Nick News: <i>Sand Surfing</i>		1996
	MTV: “Go Ped” Motor Scooter		1998
	Wild On! Wants You: E! Entertainment		2002
	Olympics Gymnastics		2004
	Nick @ Nite		2004
	Marc Stephens Yoga Video		2005
	J. David Productions “Dr. Reese’s Planet”		2005
	Nine Networks “Getaway”		2006
Music Videos	The Scorpions “Under the Same Sun”		1993
	Pink Floyd “The End”		1994
	Boyz II Men “Water Runs Dry”		1995
	George Ducas “Kisses Don’t Lie”		1995
	Daryl Singletary “All Because of You”		1996
	Puff Daddy “Best Friend”		1999
	Sara Evans “I Could Not Ask for More”		2001
	Martina McBride “How Far?”		2004
	Mark Lonsdale “She Should Have Gone to the Moon”		2006
Car Promotions	It is estimated that approximately 90% of every make and model of cars produced in the United States have	been to White Sands to photograph or film their featured cars.	
A Land in Motion	Produced by Henninger Productions in 2011, <i>A Land in Motion</i> , White Sands National Monument’s 17-minute orientation film, captures the brilliant beauty of the white sands through stunning cinematography and captivating storytelling. The film crew made three trips to the monument in 2010 to record the landscape in a variety of seasons. They filmed in the spring to capture the fierce winds that are common from March through May and are a key part of the dune formation story; early summer to work with researchers and understand the confluence of science and nature that has earned White Sands the nickname, “the Galapagos Islands of North America;” and finally in late August to film the summer monsoons to illustrate the critical role of water in this ecosystem.	Monument staff had one goal for the new orientation film: share the beauty, wonder, awe, and scientific and cultural significance of the world’s largest gypsum dunefield with visitors. Using a mix of cinematography techniques and time lapse photography, the film guides viewers through the many moods of the dunefield and highlights the profound richness of the both natural and cultural resources of the white sands.  <i>A Land in Motion</i> is played every 30 minutes on the hour and half hour in the monument’s visitor center during business hours. The film may also be purchased in the monument’s bookstore. If we have achieved our goal, this film will motivate you to get out and explore, understand, and be inspired by your national monument.	<i>Revised 11/18/2011</i>